

RULES PART 1

Welcome to the 10th Annual Truth From Youth Advertising Contest 2007-08

– the contest that makes Utah youth rich and famous!

You must be in fourth or fifth grade to enter the contest. So, if you are, this is your chance to create a radio ad, TV ad, or billboard/poster ad that convinces youth or adults not to smoke or chew. All you have to do is come up with an idea, write it down, and send it to us. It's that easy!

BEST OF CONTEST

Just one entry is awarded "Best of Contest." If you're the creator of that entry, you get \$400 and an opportunity to help an advertising agency produce your idea into a real ad – one that will be seen or heard all over Utah, beginning around June of 2008.

PRIZES

First, second, and third-place winners in each category (radio, TV, and billboard/poster) are also selected, which means there are 10 winners in all (including Best of Contest)! If you're one of the lucky 10, you get to attend a formal dinner in Salt Lake City, ride a luxury limo to a movie premiere, and walk the red carpet yourself! You also get a cash prize:

- 1st place \$300
- 2nd place \$200
- 3rd place \$100

ENTRIES

The campaign theme is "The TRUTH." You may use this, expand upon it, or create a whole new theme for your entries. You may create ads by yourself or with a group of friends and classmates, but all ad ideas and artwork must be yours or your group's. You may enter ads for TV, radio, billboard/poster, or all three. Ads can be in English or Spanish. You may enter as many times as you want, but each ad entry must have a separate entry form, so photocopy as many entry forms as you need.

Most importantly, you'll get an invitation to a movie premiere in your area just for entering (even if you don't win)!

GUIDELINES

Your ads should address one of these five objectives/messages:

1. De-Glamorize Tobacco (using tobacco isn't glamorous or cool)
2. Benefits of Being Tobacco Free
3. Family Members as Tobacco-Free Role Models (family members can be good role models by not using tobacco)
4. Secondhand Smoke (being around secondhand smoke is unhealthy)
5. Tobacco Industry Tactics (rebel against or expose tobacco industry manipulation)

RULES PART 2

Radio:

- Type or print your ad in script form - see a radio script example at youthagainsttobacco.com
- Staple your script to a completed entry form.
- Make sure your ad is about 55 seconds in length.
- Feel free to send CDs or audio cassettes of your ads, but please attach a script.

Television:

- Type or print your ad in script form - see a TV script example at youthagainsttobacco.com
- Staple your script to a completed entry form.
- Make sure your ad is about 25 seconds in length
- Feel free to submit your ad in storyboard form (see a storyboard example at youthagainsttobacco.com) or on a DVD or VHS tape, but please attach a script.

Billboard/Poster:

- Design a billboard/poster on a sheet of paper or poster board - see an example at youthagainsttobacco.com
- Feel free to use large-size paper or poster board.

DATES

All entries must be postmarked by March 07, 2008. Winners are announced by April/May of 2008.

MAIL TO

The Truth From Youth Advertising Contest, 12 South 400 West Suite 200, Salt Lake City, UT 84101

MORE INFO

Visit youthagainsttobacco.com, email TheTRUTH@utah.gov, or call 1.877.220.3466

NOTIFICATION

All participants are mailed an invitation to our year-end Awards Ceremony and Party. All finalists are contacted by phone. Please keep this in mind when entering info on the form below.

NOT-SO-FINE PRINT

Must be in fourth or fifth grade to enter. Each person/group must submit original ads/ideas/artwork that do not incorporate any registered trademarks or icons (Mickey Mouse, Utah Jazz, Pepsi, etc.). Best of Contest ads may be altered by the producer, with approval of entrants, for reasons including budgets, legal issues, and campaign objectives. All entries (scripts, tapes, storyboards, etc) become the property of the Utah Department of Health and cannot be returned.